



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**91, CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI, ABUJA**  
**FACULTY OF MANAGEMENT SCIENCES**  
**2020\_1 EXAMINATION**

**COURSE CODE: MKT859**

**CREDIT UNIT: 3**

**COURSE TITLE: INDUSTRIAL MARKETING**

**TIME ALLOWED: 3 HOURS**

**Instruction: 1. Attempt question number one (1) and any other three (3)**

**2. Question number one (1) is compulsory and attracts 25 marks, while any other three questions attract 15 marks each**

**3. Present your answers and points in a clearly and orderly manner**

1. (a) Consumer products is not synonymous with industrial products. Discuss. **(10 Marks)**

(b) In what ways are consumer marketing and industrial marketing related and in what ways are they at variance from one another? **(15 Marks)**

2. (a) Individuals involved in buying decisions plays diverse roles in the process of arriving at a buying decision. Provide adequate justification for this statement. **(10 Marks)**

(b) Diverse criteria are found to exert significant influence on organizational buying behavior. Discuss. **(5 Marks)**

- 3 (a) There are several tools that can be used to promote industrial products. Discuss any ten of the various tools. **(10 Marks)**
- (b) For communication strategy in industrial marketing to be effective and efficient, it must be properly planned. Make a generous contribution to this discourse. **(5 Marks)**
4. Would you say distribution functions are the same as distribution channels? Provide a robust justification for your position. **(15 Marks)**
- 5(a) Diverse types of distribution channels are available to an organization to get its product across to the customers under various determining factors. Discuss. **(9 Marks)**
- (b) Identify the factors that influence the choice of channel by an organization. **(6 Marks)**
6. (a) To be able to survive and grow steadily an organization must map out appropriate marketing strategies to serve a specific market. Discuss. **(7.5 Marks)**
- (b) Every organization has an external environment that influence how it operates. Give an adequate explanation of this statement. **(7.5 Marks)**